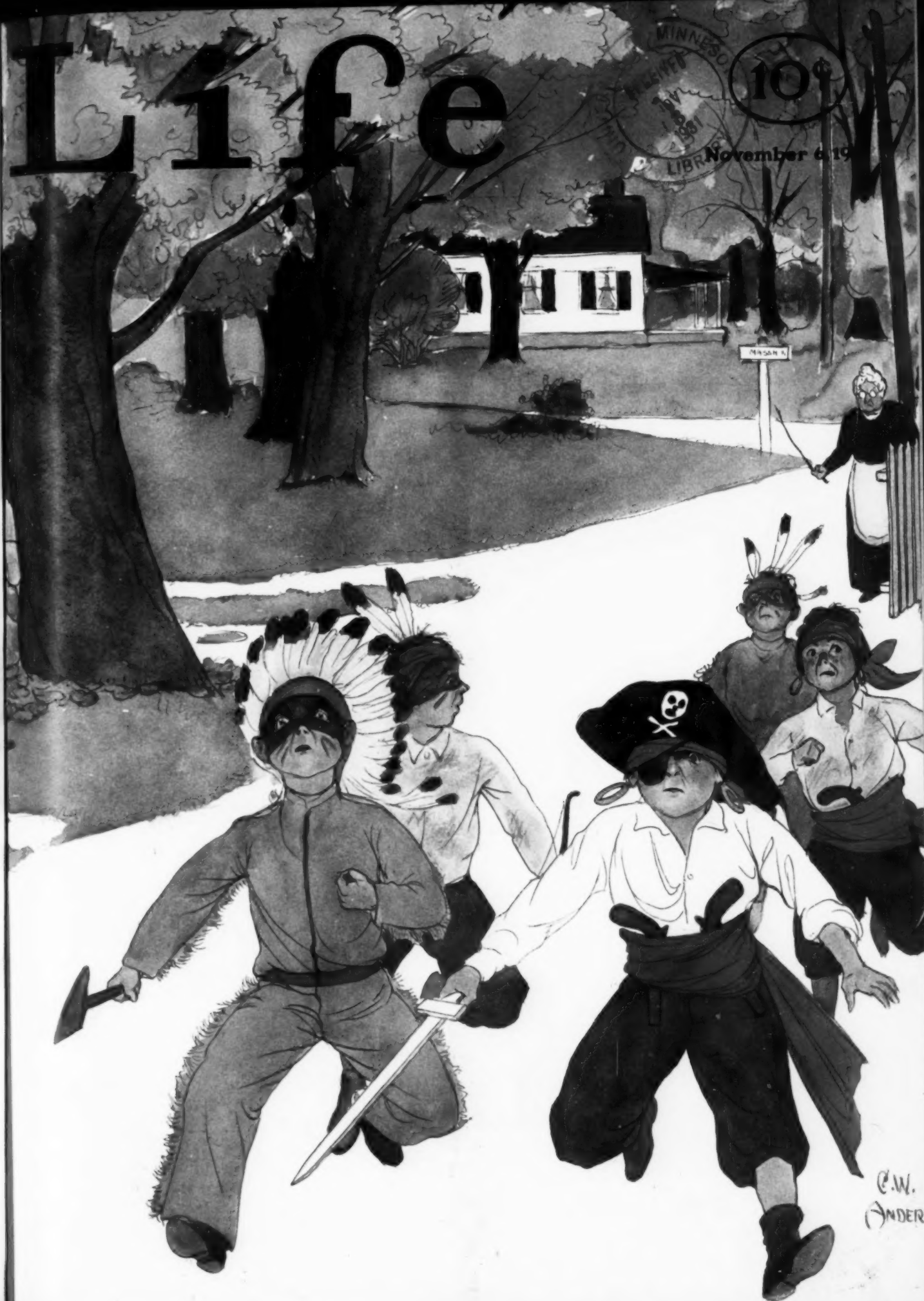


Life

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Sheaffer's new Feather-touch
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This white
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MORNING"
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when
Clean Taste counts!

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FORWARD!

BETWEEN October 19th and November 25th America will feel the thrill of a great spiritual experience. In those few weeks millions of dollars will be raised in cities and towns throughout the land, and the fear of cold and hunger will be banished from the hearts of thousands.

Be sure that you do your part. Give to the funds that will be raised in your community. Give liberally.

And know that your gift will bless yourself. It will lift your own spirit. More than anything else you can do, it will help to end the depression and lay the firm foundation for better times.

The President's Organization on Unemployment Relief

Walter S. Dillford

Committee on Mobilization of Relief Resources

Charles F. Murphy

The President's Organization on Unemployment Relief is non-political and non-sectarian. Its purpose is to aid local welfare and relief agencies everywhere to provide for local needs. All facilities for the nation-wide program, including this advertisement, have been furnished to the Committee without cost.

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Life



THE HONOR STUDENTS.

An escaped monkey in Norwood, N. J., made himself a nuisance by going around nights blowing the horns of parked cars. Suspicion that it was a monkey was aroused by the fact that the boys were away at college.

President Hoover has accepted an invitation to open the Olympic Games in Los Angeles next July. Since this will be in the first days of his campaign he may give an exhibition of throwing the depression.

It is true that prosperity is just around the corner, but indications are it has stopped there waiting for a glass of beer.

A somnambulist in Texas got into his car and drove it 19 miles before he was awakened by hitting a truck. This is not unusual.

"Fifty out of each one hundred New Yorkers would run if they saw a cow," says a writer. Oh, well. Fifty

out of every hundred cows would run if they saw a New Yorker.

A still was found under a barber shop in Brooklyn. It seems that a prohibition officer was next.

The proposal is made that rates be raised so as to place the Postal Department on a paying basis. It might be a good idea to lay in a supply of stamps while they are cheap.

Is It More Fun To Be A Moron?

An Argument Against Intelligence

I'VE forgotten most of what Biology I once knew, but as I remember it, it's the thyroid gland that controls growth—physical growth, that is—and if you stimulate a person's thyroid with a bit of adrenalin, he will sprout up like Jack's famous beanstalk.

I don't see why this principle shouldn't be applied to mental as well as physical growth. Not many of us care to be eight feet high (except in our seats at the theatre, or watching a parade), but there are quite a few, I imagine, who could stand a shot of adrenalin in the mental processes.

The average mental age of people in the United States is reported to be 14.06 years, and it seems to me that at our next birthday we ought to have a few more candles on the cake. This business of being 14.06 years old all our life doesn't sound so good, unless we're all willing to put on paper hats and play "Pin the Donkey." A bit of adrenalin in the right place would lift us out of the kiddie class and practically put us in long pants at one fell swoop.

The dangers of raising the national level of intelligence are, of course, manifold; it would probably put the Stock Market out of busi-

ness and raise havoc with the motion picture profession; but by that time we wouldn't care about money at all and would derive most of our entertainment from reading each other's thought-waves. A few of those whose vaccination didn't take would continue to use the telephone for communication, but they could all get into a couple of booths and ask each other: "Guess who this is?" to their heart's content, without bothering the rest of us. At the end of six months they could take the Binet Test (fitting dimes and nickels into the right slots without undue experimentation), and if they passed, they would be admitted to the intelligentsia without cavil. With cavil, it would be a dollar extra.

I suppose the world would be just as boring as ever if everyone was a mental giant; still, the change might do us good. It would be interesting, for example, to see Wilbur Glenn Voliva leap from his tub and shout: "Eureka! I've got it! The world is round! The world is round!" It would be interesting, in fact, just to see him leap from his tub. And it would be nice to know that all the plays we saw and all the books we read were masterpieces of genius; but if our standard of intelligence had been raised, they wouldn't seem any better than the old ones. Inside of six months I guess we would all be trooping back to Dr. Snodgrass's clinic to be made morons again. It's the only way to enjoy the finer things of life.

—N. R. J.

"We must regard the entire world as one enormous store," says an editorial. There seems to be trouble in the China department, and at the League of Notions counter.

The final report on the submarine Nautilus will probably be that it sunk while it was being towed out to be sunk.

"Jiggling the hook rapidly does not give a signal," advises the telephone company. Perhaps not; but it's an inexpensive amusement.



"And how are you this morning, Charles?"

Symptoms of the Depression

Grandma Hartsock celebrated her 82nd birthday last Saturday. The only city outside of Licksillet she ever visited was Tulip. On account of her extreme age grandma is suffering with a combination of circumstances, but otherwise she is all right.

—Bloomington (Ind.) Star.

FOR SALE—Cast Iron Bed Sheets, 81 x 99 . . . \$1.50. Joe Steketees. Ionia Ave.

—Detroit Free Press.

THIEVES AT MESHOPPEN TAKE YOUNG LADY'S CLOTHES AND WATCH WHILE SHE BATHES.

—Headline Pennsylvania Paper.

Dr. A. D. Wells has moved his dental office to his home on Leitch Avenue and Miss Dillon has likewise opened her beauty parlor in her home on Jordan Street for the same reason.

—Denver (Colorado) Post.

Nothing Ever Changes

(1910)

"Sorry to deesappoint you, meester Johnson, but I no feexa your shoes. Joosta when I start to putta on new soles and heels, my boy Tony tella me that my wife hava leetla bambino, so I gotta leeva shop right away and go see theesa new baby. Heesa fina beega boy, meester Johnson. Heesa weigh elevena pound and gonna be fine beeg shoemaker when hees grow up. So you leeva shoes a coupla more day and I feexa myself a fine job. I knowa I promise for tonight, but Christofer Columb! when leetla bambino come I no can stay in shop. I have shoes on Toosday, meester Johnson. You excoosa, please, eh? You no be mad with poor old Tony Antopucci?"

(1931)

"I regret to state, sir, that the repairs to your shoes are not quite completed. It is the policy of The Federal Quick Shoe Repair Shops never to turn out mediocre work. I have an inter-office memo from our Chief Heel-and-Sole Supervisor who states that he has not okayed the job. Your shoes have, accordingly, been forwarded to our Claim and Make-Good Division and will undoubtedly be checked out of there within forty-eight hours. Mr. Anthony Antopucci, our executive vice president, craves your indulgence, and assures you that the matter will be followed through by our general manager in charge of deferred deliveries. You will be notified as soon as the shoes are completed. Thank you, sir, for the generosity of your attitude."

—A. L. L.



"Oh Elmer, you've spent our divorce money again!"

Second Childhood

I've had chicken-pox in my thirties,
And mumps since I've been an adult—
I've broadcast the germs of a measles
With quite an appalling result.

I've whooped (though my hair shows pale silver),
Till my best friends ran out on my sneezes—
May heaven forgive my fond parents
For keeping me free from diseases!

—M. E. S.



"Aw, tell her to stand up."



"Aw, tell him to quit kidding about books and come in."

"AW-GA-WAN"

Does It Seem Like That to You?

BARBER shops always worry me—especially when four or five barbers line up, and try to get you to take their particular seat. Making the choice is so hard, but what the losing barbers say is even harder. I know what they must say. I can see it in their expression:

"Another customer for Tony. That fellow gets all the breaks."

"I know it. Well, I guess the wife and kiddies don't eat tonight."

"Mine neither. Why I haven't even had a square meal myself in four days."

"Dumb - looking goof, isn't he? I'll bet he hasn't had a hair-cut in a month."

"And say. Do you think anybody but a color-blind guy would pick out a tie like that?"

"Maybe his wife picked it out."

"That's a laugh!

Can you imagine any woman who'd be sap enough to marry a bird like that?"

"Huh. I pity anyone who would. He

looks like a guy who'd beat his wife."

"Good Lord! I just happened to notice something! Remember that gangster who shot down four children last week?"

"By golly, he's the spitting image of that bandit! Maybe we oughta call the police."

"Naw, it's asking too much to make them associate with a guy like that."

"You said it. I'll bet he doesn't even give Tony a nickel tip—Get up, boys; here comes another customer."

—P. C.



STAGE DIRECTOR: *If you don't mind boys—I'd like to have your undivided attention!*

Our Smartest People

"After men, monkeys have the most intelligence," says an author. Others will say that women-after-men have the most.

Pollyanna Says:

"After all, those Empress Eugenie hats could have been worse. They might have been *Queen Mary* hats."

1ST CO-ED—I see where Nietzsche says that all worthwhile ideas come while you're walking.

2ND CO-ED—Oh, that's out of date.
Mine come just a few minutes before.

Poor Form

Four Ohio golfers were struck by lightning and only slightly injured. The lightning was probably pressing.

What a Start!

A Los Angeles baby only two years old can ask for something in nine languages. It is a girl.



SINBAD.
"What's th' matter now!"

The Letters of a Modern Father

DEAR Daughter:

Your pathetic note asking permission to come home from your round of house parties, in spite of not getting yourself engaged, touches my heart. I guess because I never had a conscientious child before I didn't realize you were discouraged. But don't worry about it. In a normal year I would have expected you to finish the summer in the money but as matters stand I am happy that you are coming home without having made an alliance with the new poor.

When you get home we'll go into the subject of why you haven't landed a cutaway coat and striped trousers. It can't be on account of your looks. You may not be beautiful but you will never have to take up social service.

And it isn't because you are brainy. I remember how we used to worry about your cousin Angela. Your Uncle Charlie sent her East to Radcliffe. She wasn't a bad looking girl, and one summer when

she was mooching on a Long Island school friend she got a first-class prospect on the hook. But poor Angela would sit out on the sand with him in the moonlight looking like Garbo and talking like a woman prison investigator.

UNCLE CHARLIE learned after it was too late that Angela not only told the boys interesting and important facts on international subjects but actually corrected their pronunciation. As you will recall Angela now has a mighty good job in the junior high school.

We just got back from trundling your sister Gracie down to her finishing school in Maryland. She really behaved pretty well. She wanted us to drop her down the road from the school and let her ride the rest of the way on a bus, but she was reconciled when I explained that cars like ours were the height of fashion this year.

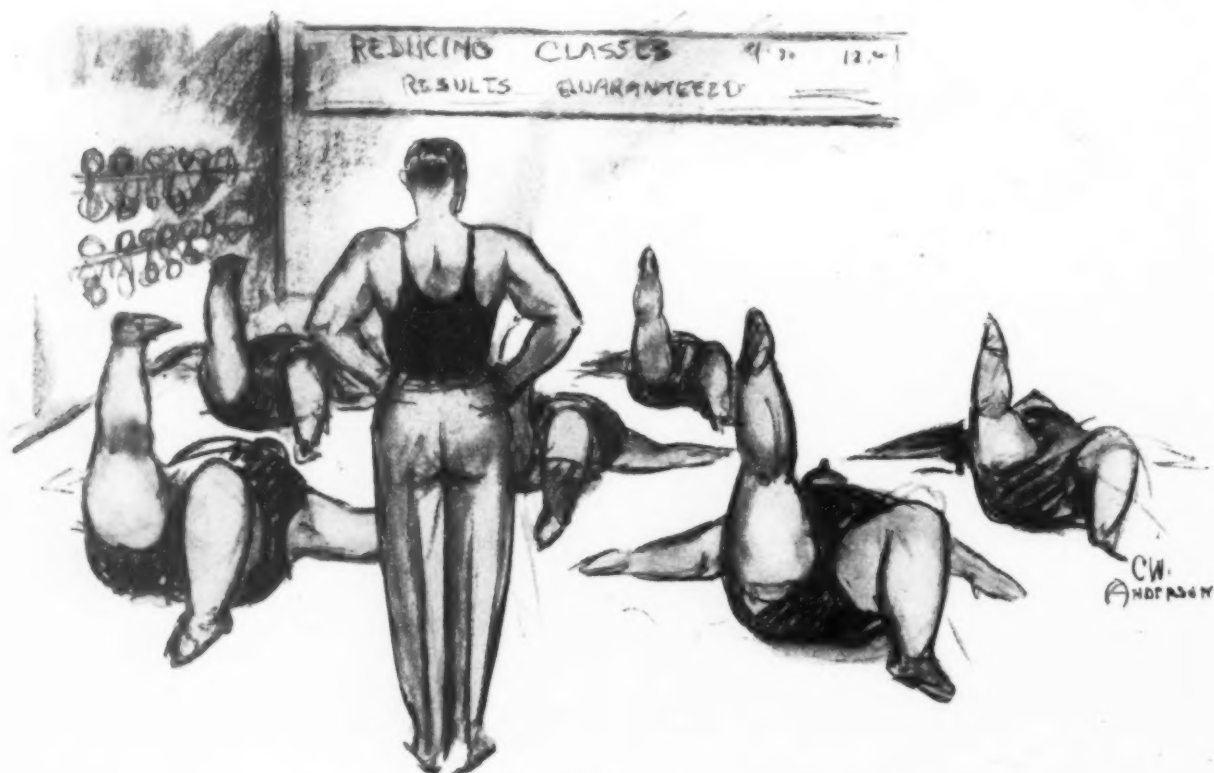
SHE began to get back her Southern accent, that she had dropped during the summer, just after we passed Columbus, O., and by the time we reached Cumberland you could see the silver-haired Negro retainers coming in for evening prayers with Ole Miss every time she asked for a cigarette. She has the best Southern accent in the Middle West when she is at herself.

With that accent and the few clothes we were able to give her she is fixed till Christmas. I'm thankful we got her teeth back and her glasses fitted under Coolidge, for this year we have to keep her right down to the figures in the school catalog. She can't even take riding, which is an awful blow to her because she has a pair of boots.

Come home any time you feel able to sit up in a day coach.

Your Affectionate Father,

—McCready Huston.



"You ladies must remember that Rome wasn't built in a day."



SONNY AND PATRICIA.

"Aw, Patricia, can't you go away and let a fellow enjoy himself."

You Just Know He Will

A soldier of the Legion lay dying in Algiers;
There was lack of woman's nursing but no dearth of women's tears.
As his comrades bent above him to retrieve his final word,
Like the doleful winds of autumn, moans and sobs were plainly heard.
Ah, how nobly and how bravely shone the smile upon his face
Where no tiny touch of terror ever yet had found a place!
He was young and very handsome, with the devil in his eye;
It would shake the faith of millions if such beauty had to die.
So the shop girls, through their tear drops, kept their eyes upon the screen;
Cheered each other; "He'll recover—for there's still another scene!"
—D. D.

Tests are being made with a parachute which lifts the entire cabin from a plane. Slowly aviation is becoming safe—except for the journey to and from the field by auto.



"Come clean Butch—who got you?"

Great Minds at Work

As is well known, the vast majority of readers of detective, mystery and murder stories are intelligent men and women who are well read in several national literatures and familiar with the exercise of serious thought.

—William Lyon Phelps.

There are two kinds of whistlers, those who whistle from the lips and those who whistle from the throat. The ones who merely use the lips in whistling are the morons. The others are musicians.

—Prof. Charles Gray Shaw.

We must keep America whole, safe, and unspoiled.

—Al Capone.

The public wants Mae West.

—Mae West.

Beer is an unpalatable and sickening drink.

—Bishop James Cannon, Jr.

LIFE LOOKS ABOUT

The Passing of a Benefactor

ARTHUR BRISBANE finds in Edison's last words evidence of the greatest of his discoveries on this earth. The words, distinctly heard by his physician bending over him, were "It is very beautiful over there." It has often happened before that dying people have had sight of their destination and spoken of it. Something like that was reported of Sir William Osler, who was about as doubtful of survival as Edison was. But they were both good men, living orderly lives, serving their fellows and humanity night and day, going from strength to strength in the doing of it, and really it is for just such men that future prospects are brightest. They are the ten-talent fellows told of in the parable, who have made the most of what they had and, of course, developed in the process. Their spiritual prospects are surely better than those of persons who have practiced to attain salvation by mortifications of the flesh. Asceticism may be useful for a purpose—it seems to be useful to Gandhi—but the root of the matter is not in that.

THERE will be people who lived so near to Edison that they have not fully appreciated him. He was altogether extraordinary. At school he was a stupid-seeming little boy at the foot of his class, whom his mother took home and taught, but not really stupid for he could learn what he was interested in and had extraordinary interests. He never trod the beaten path in anything, always wanted to know, always did what he did in his own way. What was he? What forces worked through him? One may well ask, but not with expectation of an answer.

Tesla, speaking with admiration of Edison's enormous accomplishment, said it would have saved him lots of work if he had known more of what was in the text books.

Perhaps so, but after all, while knowledge is, of course, an aid to discovery it may also be in certain cases a hindrance to it. When one knows what is "impossible" and accepts that knowledge, he may miss something. Edison was saved from that; so was Henry Ford; so was Orville Wright. None of them had formal training enough to curb their minds or check their imaginations.

OF course all our contemporary inventors and discoverers are fortunate in their time. Until the general intelligence has risen to a level that discovery can float in, it cannot well be launched. Roger Bacon had possibly the making of an Edison in him. He did make great discoveries, but he had to hide them. The world was too stupid in his day to let the mind of man do its best. Edison's greatest feat was electric light. That we would have got it anyway may be true; somebody in England was very close to it at the same time, but it came chiefly through Edison.

Do not throw away children for whom the ordinary processes of education are not satisfactory! Some of them are too good for those processes, too active-minded, too original, imaginative, thoughtful.

SO far as appears, Edison was not excessively rich and never developed an engrossing interest in money. He got a living out of this world that he benefited, quite a good one, several places of residence, abundant means to work with and, of course, he must have had reasonable accumulations, but one never hears much about him as a capitalist. He was a different type of man. And Henry Ford, who is really so rich, vastly rich, is only so incidentally. He seemed never out for money as his primary purpose, but to be an inventor and administrator and devoted to development on those lines. So he is still. The friendship between him and Edison was natural; Firestone, not so well known, and John Burroughs were congenial. All of them conquering minds, that studied everything and had healthy doubts.

EDISON was never willing to devote much of his energy to the alleviation of his deafness. He was very deaf and had no time to bother with it. Probably a string of talk—of ideas that took form in words—always ran through his mind in his waking hours and maybe also in his sleep. One could communicate with him even to the end. You could always tell him but probably you could not tell him much.

He had one asset of enormous value to him—his devoted and admirable wife



who evidently kept him going for years when without her he might have collapsed. Her life seemed merged in his, was truly a part

of it, and to her, evidently, we owe part of the debt that is due to him.

And his mother who took him out of school where he did not get on and taught him herself! She died while he was still young but when he went out into the world, still not more than a child, to make his living selling trifling merchandise on railroad trains, he had learned enough to have a laboratory and to move it into the baggage car of the train he worked with. And that, no doubt, was part of the start his mother gave him. He won fame, a vast amount of it probably imperishable, and maybe his mother and his wife will be forgotten. Small loss, though, to them, for fame is just advertisement, and though pleasing enough if you like it, is apt to be troublesome. Edison seemed to like it moderately but was never upset by it and his deafness doubtless shielded him from many of its annoying consequences. He never put in much time listening to flatteries or applause and yet being an amiable and kindly person he seemed to find enjoyment in public approval.

THERE are two sets of forecasting economists just now, those who think the times will be worse before they are better and those who think improvement has already set in. One prefers the latter opinion. But the times are mighty queer and a neighbor in Connecticut reports that in his town upwards of 200 families are on a relief list and come, as he says, in their Ford Sedans to get their monthly allowance.

We are thought to be fortunate in escaping the dole system as adopted by England. Until this year we have not needed it but if the need keeps on, we are likely to have in some form or another something very much like it. People who have been thrown out of employment in the United States are not likely to be left to starve. The main question is whether their needs will be met with economy and good judgment, or extravagance. One would say that the more that can be done by local money the better, but where local money does not suffice national money must help out.

—E. S. Martin.



"The crisis has passed!"



"We can pay every bill this month, dear . . . except the doctor's."

Mrs. Pep's Diary

..by Baird LEONARD



STOCKBRIDGE, MASS.

OCTOBER 15.—Up at seven, and down to the breakfast table at eight, a thing I have not done since my school days and thought never to do in my life again, but Lord! for that matter, I am now walking miles a day along the beautiful Berkshire roads, with short woolen sox over my stockings, and in brogans which make my feet look like twin anchors of the Leviathan and which would be completely uncredited by my cronies. Moreover, I do enjoy the healthy fatigue which such unwonted exertion creates, albeit frequently when I turn to trek the long distance back to Foundation Inn from Lenox or a high hill, I am minded that the late Chauncey Depew did attribute his longevity to the fact that he took no exercise. Reading in the journals H. G. Wells' prediction of an impending world crash, and one mightier than that of Rome forasmuch as our civilization is farther from the ground. I was somewhat bewildered to receive by the first post an advertisement from Cartier, the jeweller, and also a statement from my bank in which its liabilities equalled its resources to a penny, for, albeit some fellow students whose financial sagacity exceeds my own did assure me that such a balance was the chief goal of bank accountants and that any discrepancy which I might suspect was accounted for by mystic items which they did point out to me, it does seem a strange thing in these parlous times to list capital and surplus under liabilities, and it would be more satisfactory to me if the assets were wrote down several millions to the good. Most of the day gone in conference

and study, and I was astonished to discover the extent to which my reactions are still adolescent, nor do I wish them all to be changed, neither, feeling occasionally towards myself during this process of reeducation much as the Victorian mother felt when the day came on which her little boy's long blond curls must go.

OCTOBER 16.—Awake very betimes, so made short shrift of my required reading, which, albeit fascinating, must be dealt with piecemeal, and then to "The Colonel's Daughter", identifying with malicious amusement several of my own acquaintances in the characterization



"Of course you'll have these walls done over."

of Mr. Purfleet, and I was pleased with this remark about the Colonel: "His abstinence from thought would have been ascetic if thinking had ever been a pleasure to him". After breakfast to one of the New York branch shops behind the Red Lion Inn in quest of a suit of knitted wool, having heard that the migrating merchants were virtually giving their wares away, but I could find nought to my taste or measure, nor did the failure depress me much, neither, since I have learned from long experience that all desirable ready-to-wear apparel is either hanging in a dry cleaner's window or is marked "Sizes 16 to 20". This afternoon with one of my tablemates to the Ice Glen, an ascent so steep that no student is allowed to make it alone, probably lest he fall by the wayside with no canines in the community to rescue him but Sealyhams and Scotties. Thence for refreshment to the tea-room run by Mistress Breed, a story-book Scotchwoman who makes the most delicious rolls that ever I tasted in my life and butters them in fine defiance of her race's economic traditions. Much merry chatter on this and that, F. telling me that when she first did come here she was so over-mobilized that if a butterfly charged her or a leaf dropped on her head she was off as though shot from a gun, but that now she would not turn a hair if her waitress fell flat on the floor with a trayful of her best Spode, whereas for the ceiling falling, a matter of much less consequence, she had not even exclaimed when a slice of her bedroom plaster descended upon her, superinduced by the family cat who had retired to the rafters to have her kittens.



The X-ray photographer's waiting room.

Wall Street Thought

The board is so full of awful quotations,
I'm sure we should all have a lot of potatoes.

—A. C. M. A.

Success

October 11-17 was National Pharmacy Week. So great was the rush that many drug stores are thinking of installing a new ham or chicken.

Love For Sale

During a separation suit a Poughkeepsie man valued his wife at \$5. Everywhere we see things going below cost.

Law's Small Still Voice

A boy of eleven was arrested in Paris, Ill., for operating a still in the basement of the Orphans' Home. The state of Illinois is very strict about its child labor laws.



East is East and West is West



Fact and Fancy

Oh, take your ledger, if you please,
And pile your money high,
And I will jingle the Pleiades
And watch the world go by:

Oh, count your profit and silly loss
And close the brimming till,
The while I follow a starry cross
Beyond a starry hill,

To an island dreaming far and far
Away in a southern sea
That I will buy with a tiny star
From my golden treasury . . .

(And yet . . . by the way, old man . . .
could I borrow
A five-spot, say, until to-morrow?)

—Wilfred J. Funk.



COMPOSER: Oh baby! This is gonna be something you won't hear every day!

LIFE IN SOCIETY



FOX HUNTING STARTS TODAY.

Finley Kreeger about to saddle a pony during a hunt breakfast preceding the Meadow Brook Point-to-point. After polishing off several toasts he decided it wouldn't be polite to point-to-point.

Mr. and Mrs. Arthur T. Stoddard of Fairfield sailed yesterday for France. They will be absinthe a month.

The dance which was to have been given by Hugh Herndon and Clyde Pangborn in the St. Regis has been cancelled because they took photographs while flying over the Japanese Room.

Mrs. Rushton de Rose is at the Weylin *de trop*.

Senora Yturbide de Limantour and her son, Ytheodore de Limantour of Paris are at the Ytudur Arms until Ythursday.

Mr. and Mrs. Pierpont Hamilton Rhinelanders announce that the engagement of their daughter, Miss Constance H. Rhinelanders to Mr. Harry X. Katz has been broken by mutual descent.

The liner Vulcadia returned yesterday from a short cruise to Bermuda with more than 1,600 headaches.

A son was born to Mr. and Mrs. John E. Hedge Jr. on Friday at Miss Lippincott's Sanatorium. The child will be named after his grandfather . . . has made a codicil to his will.

—Jack Cluett.

How to Get Down to Work
After a Large Evening

COME to. Blink at light. Roll over hiding face in pillow. Suddenly realize it is working day. Bolt upright in bed and peer across room at clock. Discover clock hands wiggle. Shake head. Shoot palms to forehead. Moan. Squint carefully through fingers at clock. Learn it is ten minutes to eight. Leap frantically out of bed. Reel slightly and clutch chair. Stumble across room and lean up close to dresser mirror. Open eyes wide and notice streaks of red. Stick out tongue. Frown and shake head. Resolve not to shake head any more. Fumble for comb and rake weakly at hair. Notice with despair how much comes out.

Become conscious of clock again. Snap out of lethargy and whirl to snatch sock. Drop sock. Bend over to pick it up. Take several shaky falling steps. Save self with chair. Sink weakly to sitting posture. Tremble. Wonder if you are going to die. Feel heart. Attempt deep breath. Cough violently. Decide you are going to die. Rally and wrestle with pants. Mutter in serious voice, "three hours' sleep," a few ghastly times.

THINK suddenly of dangerous but alluring idea. Wonder if you can get away with it again. Waver. Decide. Rise slowly and shuffle down hall to telephone. Explain in gasping, unhealthy voice that you have the flu. Mention high fever. Wince at skeptic "all right" and receiver bang.

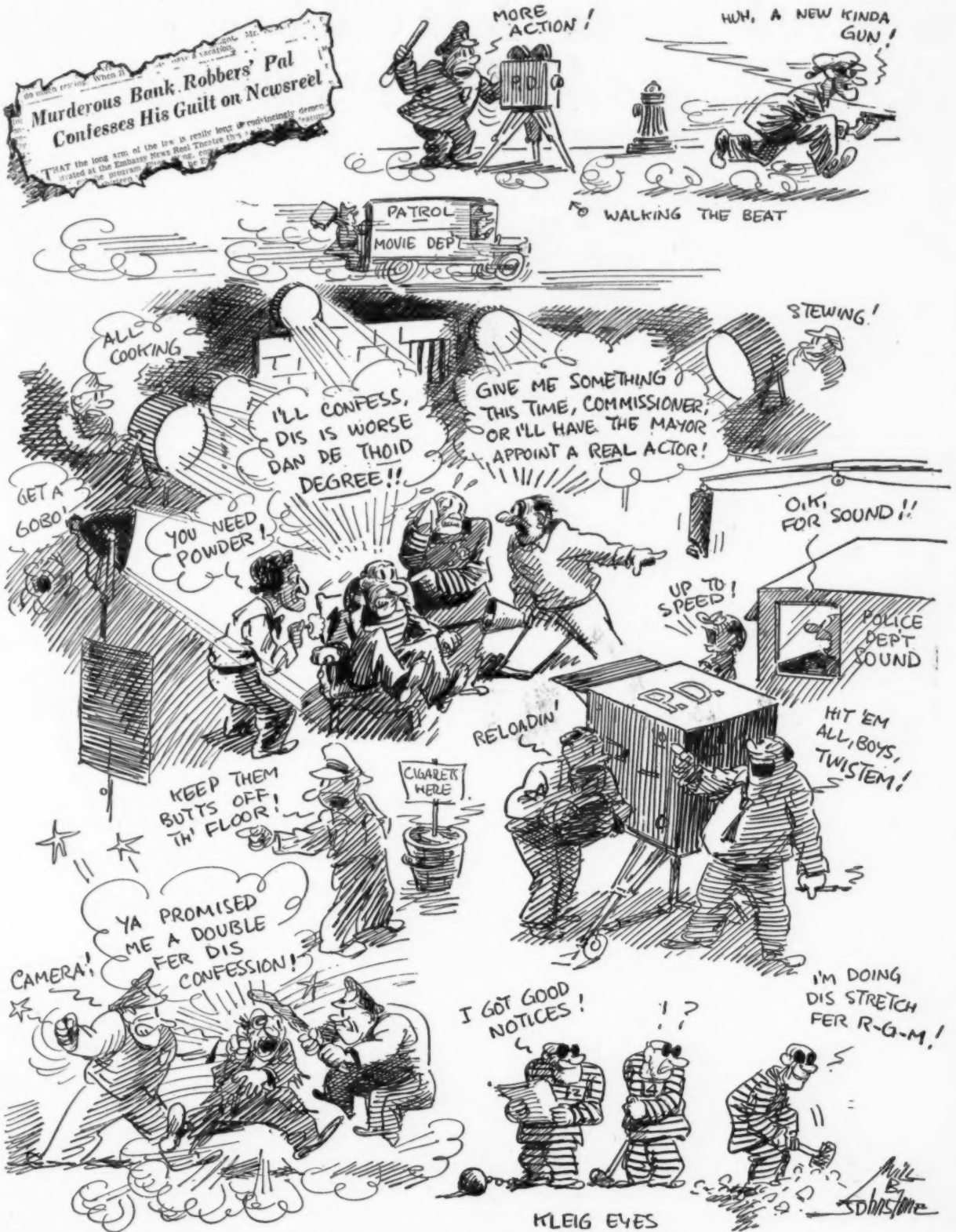
Creep back down hall pausing to gulp glass of water. Drag self into room again and carefully lower blinds. Crawl beneath sheets with faint grunt. Pat pillow to discover place that is soft—very soft. Gradually convert gentle moans into raucous wheezes.

—K. B.



"I'll make football players of you mugs if it takes twenty years!"

"I See By the Papers..." by WILL B. JOHNSTONE



FULFILL YOUR DESTINY

Be a Man! or a Woman! or what have you?



BLOCK THAT PSYCHIC!

Herb Fligard, Rutgers halfback, tackling a galloping ghost in a psychic football game recently held in a haunted brewery in New Haven. Fligard is appealing to the referee who just disappeared into the electric light fixture.

ASTROLOGICAL DAILY GUIDE

By Jack "Old Yogi" Cluett

FOR DECEMBER, 1931

This daily Guide covers from sunrise to sunset, which is 1 hour later than Eastern Standard Time, unless otherwise stated. On Dec. 15th the Lake Shore Limited will carry Pullman cars only, and on Dec. 19th train 63 will drop off Broiler Buffet at South Norwalk.

THE DAILY GUIDE

1st. Be careful in speech for there will be an inclination to expressions which might be misconstrued if you try talking with a bunch of grapes in your mouth. It is not a good day for correspondence or agriculture. You'd better spend most of the day in the dog house.

**Rush your Problems
to Old Yogi Cluett
and see what happens!**

(Adv.—These articles for sale only to licensed ghosts.)

GAZING CRYSTALS

Imported from Pittsburgh
Beautiful, Clear, Flawless

2-inch (For marbles or gazing).....	Each \$ 2.00
3-inch (Also makes an attractive door knob)....	3.60
4-inch (For opening walnuts and foretelling the future).....	6.00
5-inch (Large size for detecting B.O.).....	10.50
Crystal Base, highly polished black, with two pair of pants and a catcher's mitt, while they last, each 60c.	
Astrological forecasts for 1932, \$1.00	
Hooded Cobra in pot, \$1.50	
Hindu turban and flute, \$2.00	
Ghosts, size 38, each 50c	

AMALGAMATED ECTOPLASM, LTD.

2nd. Inclines to platonic love affairs, music, art, fishing, skating, plumbing and tossing cards into an old derby hat. The afternoon is a good time to start squeezing oranges and doing odd jobs around the house.

3rd. Worry will result from disappointments, business ability, tact, originality and publicity. Be careful crossing streets (Yoo-hoo). As a matter of fact this day should be avoided as much as possible.

4th. Do not start on a voyage during the afternoon. If you start on a voyage during the afternoon by mistake, it is advisable to shave and eat a couple of soft-boiled eggs, just as if it were morning. The evening favors picture-hanging.

5th. If you started a voyage yesterday afternoon your body will be floating 116 miles off Ambrose Light this morning. There is great danger of woman agents, clerks, solicitors (Fuller Brush men) and seaweed, in the afternoon.

6th. This is a good day to finish up Friday's left-over fish. Interest in occult matters and astrology will be awakened. So will you if you don't stop that snoring.

7th. Friendships formed before 4 P. M. will be congenial and satisfactory. (No—wait a minute—I thought Jupiter was in the quadrant of Porous, "The Horsefly," but it's only a light in Tom Coleman's barn. So don't form any friendships until a quarter to five.)

Know your Future! Hitch your wagon to a star! Pep up your Personality! Develop your Powers! Develop your Chest Measurement! Develop measles!

NY!

Know your Future! Hitch your wagon to a star! Develop your Powers!
 Pep up your Personality! Develop your Chest Measurement! Develop measles!



OLD YOGI CLUETT
 Seated in a wicker catalepsy after diving, heavily manacled, into the Hudson River from a packing case, while suspended in a straight-jacket by his ankles from a chandelier in the lobby of the Waldorf-Astoria

Numerology in a Nutshell

SOME days are better than others. A day that is good for me, may not be good for you; and a day that is good for you, may not be good for me; and a day that is good for both of us, might be bad for the rest of us because there is so much bad in the rest of us that it hardly behooves—. Anyway, the Best Days are computed from the Birth Path. If your Bird Bath vibrates to 4, then any day of any month of any year that vibrates to 4 is one of your Best Days. For example, let's pluck November 18 and listen to its vibration. If it sounds sharp tighten up on it until it emits a sort of Middle C. Now, it is one of your Best Days, and the problem is what to do with it.

Herbert Hoover was born August 10, 1874. His Birth Bath is 8-1-20. If we want to find his Best Day in October we subtract the sum of the month plus the year from his Bird Path. Subtracting 6 from 11 the result is 5. But it rained on the 5th, so we put all our figures into a hat, shake them up and draw one at random (including the hat size). After you get the number vibrating

you will find that none of Herbert Hoover's days are what you would call Best Days. If you get the number vibrating fast enough it will play "I Surrender, Dear."

The same principle may be applied to finding Best Nights only you must make sure that the date doesn't vibrate so hard that it upsets your Bird Bath.

GRAPHOLOGY

Your Handwriting Analyzed

By Yogi Cluett

Send several lines of your own handwriting—preferably on a blank check. Communications without name and address will be returned unanswered.

G. L., Iowa—If I were you I'd try writing with a fountain pen instead of a chisel. Your writing shows creative ability with a meat axe. Your high "i" dots and firm "t" crossings indicate that you should cultivate potatoes. Bessie Love is 5 ft. 4 in. and has blue eyes.

L. H. F., Ohio—I cannot analyze your

handwriting when you submit samples written on a typewriter. However, the general slope of the Capitals show that you would make an excellent shirt salesman, and, you need a new ribbon.

B. B. V., Chicago—I'll meet you in Providence in front of Liggett's Drug Store around 7 o'clock next Tuesday evening.

O. F., Mich.—You are very efficient in your work. Your business ability is very accurate as shown by the ink you use and because your words run off the margin. You are a good judge of values. I'm sorry, but I have no idea where you can get a job right now.

G. N. D., Wis.—We do not publish songs, so I am returning your lyric, entitled: "Virgo from here, boys; Virgo from here?"

P. C., Cal.—All is forgiven; kindly communicate with your husband who needs you. Your handwriting indicates that you have been drinking.



MEDIUM—AND PLENTY OF GRAVY
 Marge, the famous Boston table-tipper, playing footie with two of her subjects while waiting for the Spirit of '76 to emerge from a rice pudding. Several mysterious ringing bells were subsequently traced to a Fuller Brush man.

theatre . . .

"The Cat And The Fiddle"

JEROME KERN and Otto Harbach have never written a more charming collection of tunes and lyrics than you will hear in "The Cat And The Fiddle," and for lovers of niceness and unadulterated charm, we heartily recommend the show. The music is charming, the scenery is charming, there are charming lines spoken by charming people . . . and if you finally become a little bored, as we did, you can only make the discouraging confession to yourself that even charm can become a bit monotonous.

The first scene is the most satisfactory opening we have ever witnessed in an operetta. Two musical students, an American girl and a Roumanian lad, meet on the streets of Brussels . . . here we see peddlers sell their wares . . . soldiers, sailors, pairs of lovers stroll about . . . expertly handled . . . and George Meader (recruited from the opera) sings the beautiful melody, "The Night Was Made For Love" (reminiscent of "You Were Meant For Me"). As the play goes on we hear one lovely tune after another . . . "The Love Parade" . . . "Try To Forget" (think of "Play Gypsy") . . . "She Didn't Say 'Yes'" . . . "Poor Pierrot." The orchestration by Mr. Kern and Russell Bennett is a masterpiece, and the orchestra, under the direction of Victor Baravale, is so good that the names of

the musicians are carried in the program . . . and should be.

Bettina Hall as the American girl is as easy to look at as her voice is to listen to . . . a touch on the cute side with her acting, but completely lovely in her part. George Metaxa is the Roumanian composer. The ladies sitting near me seemed quite carried away with his singing voice and general stage deportment.

By now you are probably beginning to wonder when our boredom began to set in. Well, to tell the truth, it just crept in with the "story." There were many lovers of music present the first night, few of whom would have admitted that they were fidgeting in their seats and slowly sinking, but we noticed that when Eddie Foy, Jr. and Doris Carson came along and put on a little fancy hoofing, the applause was out of all proportion to the occasion. This is no reflection on the efforts of Eddie and Doris, but the thunderous reception was all too plainly the pent up enthusiasm of an audience looking for a little much needed action.

In addition to the capable players mentioned, the cast includes such popular names as Odette Myrtil, Jose Ruben, Flora LeBreton and Lawrence Grossmith.

"The Cat And The Fiddle" is, therefore, an operetta with charming music woven charmingly into a story that should be cut down and smartened with a little

more action. For lovers of operatic music, it is an evening that should not be missed.

"Chauve-Souris"

THERE is little hope that Nikita Balieff's new "Chauve-Souris" will be with us long. In his prologue, Balieff explained that he knew it was useless to try to surprise American theatre patrons, so he had constructed his show with the purpose of charming them. Frankly we were surprised at how little we were charmed.

In contrast to its colorful predecessors, this edition of the spectacle is composed of three complete acts. The first is entitled, "A Romantic Adventure of an Italian Ballerina and a Marquis." The pair, travelling in a coach, are held up by bandits. After considerable pantomime one gets the idea that the bandit chief is that way about the ballerina, and the bandit's moll has become interested in the aged marquis. This is borne out when the two couples disappear into caves on opposite sides of the stage, which seems to give the rest of the ballet an idea and they all go tripping off into the woods. Eventually they all reappear on the stage and conclude the act with a mess of pantomime which indicates that a swell time was had by all. There is nothing like a good old folk dance.

The second act, and by far the most interesting feature of the evening, is "The Queen Of Spades," from the fantastic story by Alexander Pushkin. The play is presented by a group of capable English actors who create enough realism to send the shivers down your spine. Particularly impressive is the work of Marie Ault, who plays the role of the ancient countess, and George Hayes as the young lieutenant who goes mad. Miss Ault and Mr. Hayes are to be commended for their splendid acting, but we should think that Mr. Hayes voice or constitution would break down under the physical effort he puts forth in the business of going crazy.

The third act is "An Interrupted Festival," described in the program as "A musical buffonade inspired by the airs of Offenbach and Lecocq" . . . and, not to give you a short answer, we were bored stiff. The program goes on to explain the story of the thing in detail, the last lines being, "the suggestion is accepted and the festival terminates. . . . This ends the general confusion."

It doesn't soon enough.



"Awright, steward . . . thanks . . . now just toss it overboard!"

movies.

"The Honor Of The Family"

THE following conversation should have taken place between the producer of this picture and Will Hays, if it didn't:

Producer: But, Will . . . only people with a very keen sense of humor will "get" this bedroom scene, and they'll think it is funny.

Will: Well, now I don't know. Do you really think the rural people will not think it sexy?

Producer: Why certainly. Look . . . the lover has a date with the girl . . . you remember . . . the one the old man is keeping . . . as a nurse, of course. The lover is to meet her in her bedroom . . . but does she say what for? Certainly not. Now, the other fellow . . . you know . . . the rival . . . hears the plan, so he climbs up to the room immediately. It is dark. She sees his dim outline, she walks toward him and . . .

Will: How is she dressed?

Producer: In a robe denuit.

Will: A what? Oh, well. Don't tell me, go on.

Producer: So she walks toward him—thinks it's her lover—they meet—embrace . . . fade-out . . . and that's all there is to it.

Will: But where is the lover all this time?

Producer: He is over at the village inn having a drink with a friend.

Will: What kind of a drink?

Producer: Sherry . . . with an egg in it.

Will: An egg?

Producer: Well, er, to tell the truth, Will, he asks the bartender to put two eggs in the drink . . . you know . . . just for a laugh.

Will: What does his friend say to this?

Producer: He says, "You must be in training for something."

Will: And what does the lover say?

Producer: Well, just clowning you know, he says, "I'm



training for a date I have tonight."

Will: But what have eggs . . . oh, never mind. Don't tell me. As I see it the rural people will like it because it will encourage egg eating, which will benefit the farmer . . . and we must think of the farmer. But does the lover then go to keep his date?

Producer: Sure he does. What do you think he's been—

Will: And what does the girl do?

Producer: Well, when he enters the room she says, "What are you doing back here? Go away. I'm tired."

Will: Tired?

Producer: Why not? She has to say something.

Will: Yes, but "Tired" . . . say, you know I'm beginning to think there is

something suggestive of sex about all this.

Producer: Oh, well, Mr. Hays—of course, if you have that sort of a mind . . .

Will: Now, now . . . I don't want you to think that. After all . . . Gee whiz . . . Shucks . . . a little innocent naughtiness. . . .

. . . .

The girl is Bebe Daniels.

The old man who is keeping her is Frederick Kerr.

The lover is Alan Mowbray.

The intruder is Warren William.

They are all excellent, and the thing is as broad as we have intimated, and as amusing as all get out. A bit Rabelaisian, Mr. Hays, and, as Groucho Marx would probably say, Mr. Hays, your broadmindedness is also quite a bit of a Rabelaisian.

"The Beloved Bachelor"

THIS is one of those things about a man who adopts a four or five year old child, raises her for fifteen or twenty years, suddenly realizes that his "little girl" has become "a woman" and falls in love with her. Of course, the girl makes him realize this by putting on a tight evening gown, doing her hair up, and slinking around so her curves show.

Paul Lukas, a capable performer, plays his role about as well as anyone could.

We also enjoyed the work of Charles Ruggles (always amusing) and a newcomer named Leni Stengel who has a beautiful speaking voice and personality. Miss Stengel should do well. The part of the girl-woman is played by Dorothy Jordan. We regret that we are not among Miss Jordan's many ardent admirers. The sets are attractive and Charles Rosher's photography is excellent. It always is.

Recommended only to "Daddy" Brownings.



"Temperamental hell! I want my mamma!"



Back Stage.
An impression by Mr. Howard Elcock.

confidential guide



Prices quoted are for orchestra seats, evening performances.

* Matinee—Wednesday and Saturday.

X Matinee—Thursday and Saturday.

(Listed in the order of their opening)

PLAYS

GRAND HOTEL. *National.* \$4.40 (*)—Last year's big hit and still the best in town.

CLOUDY WITH SHOWERS. *Morosco.* \$3.00 (*)—Childish naughty schoolgirl sex farce. She is just learning to call a spade a thpade, and goes for a prof who hasn't even learned that. She gets the job.

AFTER TOMORROW. *Golden.* \$3.00 (*)—About financial and other troubles of middle class life. Play got on its feet after critics talked John Golden into more or less happy ending. Donald Meek, Ross Alexander, Kate McComb do very well.

LADIES OF CREATION. *Cort.* \$3.00 (*)—A not too clever comedy about interior decorators and such folk, with Chrystal Herne.

THE CONSTANT SINNER. *Royale.* \$3.00 (*)—Mae West in the goldarndest piece of melodepravity yet seen on Broadway. Diamond Lil was a camp-fire girl compared to this babe.

SINGIN' THE BLUES. *Liberty.* \$3.00 (*)—Life in Harlem, done into a melodrama with some unusually good singing and dancing to while away the tragedy.

THE BREADWINNER. *Booth.* \$3.00 (*)—Somerset Maugham's uninteresting story makes it impossible for even such an expert actor as A. E. Matthews to do much about it.

THE HOUSE OF CONNELLY. *Martin Beck.* \$2.50 (X)—An impressive six-scene presentation of a proud old Southern family going all to pieces until a vibrant young beauty steps into the picture and kindles the w.k. flame.

THE LEFT BANK. *Little.* \$3.00 (*)—More disillusionment about the expatriate joys of living in Paris where you can really get something done.

TWO SECONDS. *Ritz.* \$3.00 (*)—All this happens in the mind of a condemned man between the sitting and the shock, as in drowning. A thoroughly dispensable play.

THE FATHER. *Forty-Ninth.* \$2.50 (*)—One of August Strindberg's morbidly powerful opi, with Robert Loraine, Haidee Wright and Dorothy Dix.

PAYMENT DEFERRED. *Lyceum.* \$3.00 (X)—Superb performance by Charles Laughton in his American debut. Grim story about a man who murders his nephew in the first act and spends the rest of the evening jittering about it. For suspense lovers.

THE GOOD COMPANIONS. *Forty-Fourth St.* \$3.00 (*)—To appreciate this one you

must be familiar with rural England—including "Concert Parties"—which are troupes of travelling players comparable to the American stock company of twenty-five years ago. One of the characters you are supposed to laugh at heartily is the ham actor with long flowing hair who wears a Windsor tie and quotes the classics.

A CHURCH MOUSE. *Playhouse.* \$3.00 (*)—An adaptation from L. Fodor's Hungarian comedy proving that stenographers are made and not born. Ruth Gordon is charming but it's all old stuff.

LEAN HARVEST. *Forrest.* \$3.00 (*)—Well staged and superbly played, esp. by Leslie Banks. The sparkling dialogue is rather weighed down by the author's sermon that riches don't bring happiness and neither does poverty and neither does the stork. But for this season it's as good as any and better some.

THE SEX FABLE. *Henry Miller's.* \$3.85 (X)—A French comedy involving a great confusion of amours both young and old.



THE GUEST ROOM. *Biltmore.* \$3.00 (*)—About one of those aunts who visits and visits, runs any household, weeps when the bum's rush impends, raises hell generally. The farcical ending seems quite improbable.

MUSICAL

THE BAND WAGON. *New Amsterdam.* \$5.50 (*)—The Astaires, Frank Morgan, Helen Broderick and Tilly Losch in one of the few fool-proof musical shows in years.

FOLLIES. *Ziegfeld.* \$5.50 (X)—Some amazing dancing by Hal LeRoy and Mitzi Mayfair—the highly entertaining colored team of Buck and Bubbles—lovely girls in typical Ziegfeld surroundings—that effective Buckingham Palace scene—and some clever writing by Gene Buck and Mark Hellinger. And they do say that Mr. Ziegfeld has found some new mate-

rial for his stars, Helen Morgan, Harry Richman, Ruth Etting and Jack Pearl.

EARL CARROLL'S VANITIES. *Carroll.* \$3.00. Mats. Tues., Wed., Thurs. and Sat.—Mr. Carroll's unusual sense of beauty—Will Mahoney's unusual sense of comedy and some unusually lovely girls used as a background for some unusually low humor.

GEORGE WHITE'S SCANDALS. *Apollo.* \$5.50 (*)—The first act is marvelous. The second falls to pieces but will probably be fixed up. Catchy tunes by Brown and Henderson—dramatic singing by Everett Marshall that makes the customers hysterical—swell shouting by Ethel Merman—sweet crooning by Rudy Vallée—dozens of laughs by Willie Howard (what a showman)—Ray Bolger's dancing and plenty of beautiful gals.

NIKKI. *Geo. M. Cohan.* \$4.40 (*)—The John Monk Saunders story of war flyers—witch music. It should be gone before you decide not to see it.

EVERYBODY'S WELCOME. *Schubert.* \$3.00 (*)—Just so-so, as you will learn in detail if you read the theatrical reviews in this issue.

MOVIES

MONKEY BUSINESS. *Paramount.*—The Marx Brothers in another display of mad, high-explosive humor. A gay evening for those who are fortunate enough to find these boys entertaining. Yes.

GET-RICH-QUICK. *WALLINGFORD.* *Metro.*—William Haines gives a weak performance in a weak version of the George Randolph Chester stories. Jimmy Durante is swell and is due for the big money in talkies. No.

PALMY DAYS. *United Artists.*—Eddie Cantor is the reason we recommend this one. The girls are beautiful, the photography of the dance numbers is original, and Charlotte Greenwood is a

big help to Eddie. Unless you are a confirmed hater of musical movies—Yes.

DEVOTION. *R. K. O.*—Ann Harding dons wig, spectacles and dimity gimp to disguise herself so she can be near the man she loves. Smooth performances by Miss Harding, Leslie Howard, Robert Williams, Dudley Digges and Alison Skipworth. Mr. Howard (who should be starred soon) turns in a job that is worth the price of admission. Yes.

EAST OF BORNEO. *Universal.*—Crocodile infested rivers—boa-constrictors—monkeys—tigers—a volcano . . . and a woman seeking to save a man from himself. There are no tigers east of Borneo, but what of it. If they had thrown in some lions and elephants it might have put the picture over. No.

RIDERS OF THE PURPLE SAGE. *Fox.*—From the Zane Grey epic. If you like Mr. Grey's books you will like this movie—or any other one, for that matter. No.



contract bridge

by

ELY CULBERTSON

The Bidding

South	West	North	East
1♥	Double(1)	2♣(2)	2♠(3)
3♣(4)	4♠(5)	5♣(6)	5♦(7)
6♣(8)	6♠(9)	7♣(10)	Pass
Pass	Double(11)	Pass	Pass(12)
Pass(13)			

Something out of nothing

VOIDS and short suits are the stuff of which slams are made. Freak hands produce tricks, penalties and bonuses in the most surprising fashion. Values materialize out of nothing much, as planets materialize from whirling nebulae in the celestial void.

Distribution, which is another name for long suits, short suits and voids, takes complete command of many a bidding and playing situation in Contract, wrecking the fondest hopes of the holder of apparently indomitable honor-trick strength and converting what seemed to be a sure penalty (or possibly a sure contract) into an amazing and staggering loss.

Two widely varying results were achieved in a recent duplicate game with the following freak deal, which furnished a powerful lesson in Distribution, four solid honor-tricks withering away under the fire of voids and trumps.

Contract Deal

North and South Vulnerable
East and West—Not Vulnerable
Dealer—South

♠ J-10-9-4			
♥ —			
♦ —			
♣ Q-J-10-8-7-6-5-3-2			
♠ K-Q-7-5		♠ A-8-6-3-2	
♥ A-Q-10-2		♥ 8-5	
♦ K-Q-10-8		♦ J-7-6-5-4-3	
♣ 9		♣ —	
♠ —			
♥ K-J-9-7-6-5-3			
♦ A-9-2			
♣ A-F-4			

(1) A fine takeout double with four honor-tricks.

(2) A perfectly safe and necessary bid, justified by the length in clubs and partner's opening bid which showed not less than 2½ honor-tricks. Extremely favorable distribution.

(3) A justified free bid in view of partner's takeout double.

(4) A cautious bid leaving the way open for a three notrump contract if North has sufficient stoppers in spades and something in diamonds. South also realizes that his partner may have bid on a very weak hand simply to protect him from a leave-in of the double.

(5) Entirely sound opposite a partner who had bid spades without compulsion.

(6) A fine bid in view of South's opening bid and his support of North's club declaration.

(7) East is willing to make a sacrifice to prevent North and South from making a vulnerable game. With this two-suit holding and powerful distributional assets together with partner's support of his free spade bid East is sure, in spite of the strong bidding from North and South, that either at spades or diamonds a five bid by a non-vulnerable partnership cannot be seriously penalized.

(8) Entirely justified by the Ace of an adversely bid suit, the void in spades, the

suggestion that the deal is a freak, and the distribution shown by East and West bids of spades and diamonds and by North's strong bidding of clubs.

(9) Intended as a sacrifice.

(10) A fine chance for the grand slam and there may be a possibility that six spades can be made by the opponents. In view of the evident freakish nature of the deal North can figure that his side should losing not more than one trick, as East and West are marked with at least the eight spades (more likely nine), and partner with at least three clubs and a void or singleton in spades.

(11) West's four honor-tricks made him dizzy. A bad double. Seven spades or seven diamonds would have been a better bid.

(12) A rescue would have paid gloriously.

(13) Obligated to be satisfied. A redouble would have invited opponents to save themselves and, except at double dummy, there is nothing in the South hand to suggest a redouble.

PLAYED at seven clubs by North the hand is a lay-down. The Ace of spades is ruffed in dummy. The Ace of diamonds is led and a spade is discarded. North's two remaining spades are then ruffed by the Ace and King of trumps and North is left with winning clubs.

At another table where a daring North and South pair got into a seven club bid West bid seven diamonds, which was doubled by South who opened with the King of clubs which East trumped in the closed hand, thereby limiting his losses to one diamond and one spade trick. East and West lost only 200 points as against a loss of 2,280 at the table where the hand was played by North and South at the doubled seven club contract—1,500 for the grand slam, 500 for a vulnerable game and 280 for seven clubs at their doubled value.

(Continued on page 30)

Mr. Culbertson will gladly give free counsel to LIFE readers regarding any problems on any phase of bidding or play in Contract Bridge. Address all communications to Mr. Ely Culbertson, Life Publishing Company, 60 E. 42nd Street, New York.

after exposure guard against **SORE THROAT**



gargle Listerine every 2 hours
reduces risk of COLDS 50% tests show

Under normal conditions of living, the twice a day gargle with full strength Listerine is sufficient to aid Nature in keeping the millions of germs in the mouth under control. It helps to ward off colds and similar infections.

Exposure weakens resistance

But after a late season football game, in fact after any severe exposure, more frequent gargling is advisable. Once every two hours is recommended by authorities on oral hygiene.

Body resistance is lowered by cold hands and feet, sudden changes of temperature, and long exposure to cold. So Nature needs extra help in conquering the disease germs breeding in the mouth. Listerine kills germs in record time.

Garglers have half as many colds

You can realize the great value of using Listerine daily by noting the results of careful cold control tests conducted un-

der medical supervision. The results:

Those who gargled Listerine twice a day had half as many colds as those who did not gargle.

Those who gargled Listerine five times daily had one-third as many colds.

And in each case the colds were less severe and of shorter duration.

Avoid harsh antiseptics

Such success is due to two properties of Listerine. Both are important to you.

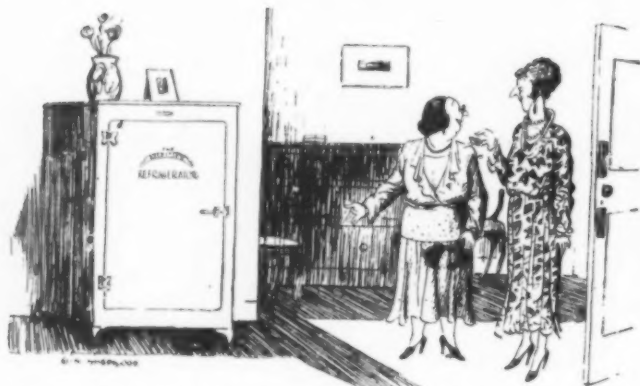
1. Its rapid germicidal action. Listerine kills germs in the fastest time which can be accurately measured. Reduces mouth bacteria 98%.

2. Its healing effect on tissue. Listerine has none of the irritating qualities present in mouthwashes so harsh they require dilution.

Keep Listerine handy in home and office and use it regularly. Remember, it is the safe antiseptic which not only combats infection but overcomes bad breath. Lambert Pharmacal Co., St. Louis, Mo.

SAFE ..LISTERINE.. PLEASANT

Our foolish contemporaries



WIFE (showing friend over house): And this is my husband's dressing room!

FRIEND: But why the refrigerator, dear?

WIFE: Oh, John always pops inside each Autumn to test his winter underwear!

—Passing Show.

When Mr. Al Capone went to a football game near Chicago, the crowd greeted him with catcalls and hisses, or, as perhaps we should say when referring to Mr. Capone, with light whines and jeers.

—Spokane Spokesman-Review.

Golly! I hope things aren't that bad! . . . They tell me Mr. Singer had to eat two of his midgets!

—Walter Winchell in the Mirror.

"Murphy got rich quick, didn't he?"

"He got rich so quick that he can't swing a golf club without spitting on his hands."

—Emporia Gazette.

On board ship recently, while enroute to England, Mahatma Gandhi halted his deck walk to play with a lady passenger's small child. Both the mahatma and the baby seemed to be enjoying themselves, when an aid respectfully summoned the "holy man" to his stateroom. He was hardly out of earshot when a bystanding wit remarked: "Can ya imagine that? Taking Gandhi away from a baby!"

—Chicago Daily News.



NEIGHBOUR: Er—Mrs. Brown—you've got odd stockings on.
MRS. BROWN: Yes, dearie, that often 'appens to ladies what 'ave got more than one pair.

—London Opinion.

Blessed are the pure, for they shall inhabit the earth.

—Blue Bucket.

The newly-elected president of a banking institution was being introduced to the employees. He singled out one of the men in the cashier's cage, questioning him in detail about his work, etc.

"I have been here forty years," said the cashier's assistant with conscious pride, "and in all that time I made only one slight mistake."

"Good," replied the president. "Let me congratulate you. But hereafter be more careful."

—Boston Transcript.

NUDIST WIFE: John, you'd better get up now and undress for breakfast!

—Washington Univ. Columns.

Amateur stock market player after a day in Wall Street: "Boy, my hat and loincloth!"

—N. Y. Evening Sun.



"What's the weather like this morning, Jenkins?"

"English, Sir, to the last drop."

—Punch (by permission).

CUSTOMER (in drug store): A mustard plaster.

DRUG CLERK (force of habit): We're out of mustard; how about mayonnaise?

—Pitt Panther.

Bernard Shaw is attacked for greeting an American radio audience as "dear boobs." We understand, however, this was by special permission of H. L. Mencken, the copyright owner.

—Detroit News.

"I wish we'd get a few shipwrecked sailors washed ashore," mused the cannibal chief. "What I need is a good dose of salts."

—Cornell Widow.

PATIENT: Doctor, is there any danger of the operation proving fatal?

SURGEON: Really, my good man, considering that we are experimenting on you free of charge, your idle curiosity is hardly good form.

—Tit-Bits.



IT IS PUZZLING, ISN'T IT?

DON'T you sometimes wonder if you really are taking the best care of your teeth and gums? There are so many different dentifrices and countless theories about them.

There's one way to be certain that you are not risking injury to your teeth with harsh abrasives and bleaches. That is to brush them twice each day with Squibb Dental Cream.

Squibb's contains no grit or astringent—nothing that can harm tooth-enamel or delicate gum-tissues. It is made with more than 50% Squibb Milk of Magnesia, pure, smooth and palatable. Milk of Magnesia is used and recommended by dentists everywhere in the care of the teeth.

You'll like the way Squibb's does its work. It brings out the natural brilliance of your teeth and leaves your mouth feeling clean and invigorated. Smokers especially enjoy its refreshing after-taste.

Get a tube of Squibb Dental Cream from your druggist. Keep those teeth of yours sound and attractive.

Copyright 1931 by E. R. Squibb & Sons

The American Dental Association, Council on Dental Therapeutics, has placed its Seal of Acceptance on Squibb Dental Cream.



Solution of October 30 Crossword Puzzle

P	A	S	T	I	M	E	S	C	O	P	E	M	A	D
A	L	L	U	R	E	C	L	O	V	E	R	O	N	E
I	L	A	N	E	L	E	A	V	E	N	H	U	G	E
M	E	N	A	L	T	E	R	J	U	L	E	P		
F	M	R	I	N	G	L	E	T	F	O	N	D	L	E
F	O	T	S	U	E	S	U	L	U	S	N			
O	R	A	L	D	R	I	P	T	Y	R	O	S		
V	A	C	A	T	E	C	A	S	A	N	A	P	E	
E	L	O	P	E	B	E	N	C	H	A	T	I	L	T
E	M	I	R	E	D	N	A	L	E	G	A	R		
D	A	S	T	E	R	E	R	I	N	N	O	T	E	
E	S	I	A	G	O	R	O	B	E	T	E	A		
C	O	M	E	A	T	R	O	M	A	N	C	E	S	T
O	N	I	O	N	C	A	P	E	T	L	A	W		
R	A	N	G	C	A	N	D	L	E	A	G	A	T	E
U	T	E	P	U	R	G	E	D	W	I	L	D	E	R
M	A	R	S	T	E	E	R	F	O	R	E	S	E	E

Aimee's honeymoon will be over when Mr. Hutton says, "Now dear, just what was the straight of that kidnaping?"

—Ohio State Journal.

"If my husband is bad-tempered, I treat him with contempt," said a woman in court. The surly worm gets the bird.

—Pearson's.

"Do you plead guilty or not guilty?"

"Er—what else have you?"

—Tit-Bits.



The real estate developer plans a new wardrobe.



the
Chief
is still chief

fastest and most
exclusive
train to
California

the only • Extra fast
Extra fine • Extra fare
train to the Coast

Phoenix Pullman will be operated
on the Chief, certain days this winter.

A Santa Fe ticket to California
will take you through Phoenix.

Booklets listed contain maps
that intrigue you, pictures that
entrance you, descriptions that
lift you into the colorful
Southwest. You will enjoy a
journey through
their pages.



MAIL COUPON

W. J. BLACK, Pass. Traf. Mgr., Santa Fe Sys. Lines
1011 Railway Exchange, Chicago, Ill.

Check those wanted:

- | | |
|---|--|
| <input type="checkbox"/> California Picture Book | <input type="checkbox"/> Death Valley |
| <input type="checkbox"/> The Indian detours | <input type="checkbox"/> Arizona Winter |
| <input type="checkbox"/> Grand Canyon | <input type="checkbox"/> All-expense Tours |
| <input type="checkbox"/> California and Arizona Hotel Rates | |

Name.....

Address.....



Buses have played an important part—

in the development of Fifth Avenue for many years. In 1916 the buses carried 19,195,986 passengers. In 1930 over 60,000,000 passengers were carried, 40,000,000 downstairs, inside; 20,000,000 on the upper deck.

Bus passengers pay a ten cent fare for a clean, seated ride. No one is allowed to stand.

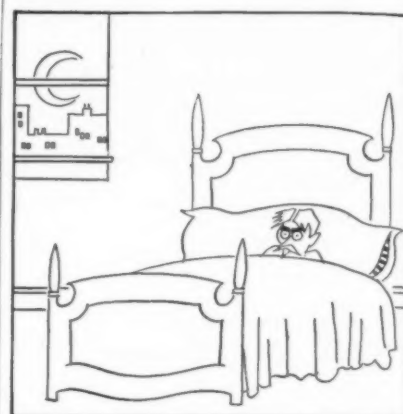
This is an unusual constituency, to which to advertise. Rate card and booklet will be sent upon request.

Agency commission 15%—Cash discount 2%.

JOHN H. LIVINGSTON, Jr.

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Caledonia 5-2151-2



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Largest
Finest Liners**
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The delightful, comfortable way
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Only PANAMA PACIFIC
gives you
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- 2 Built, specially and specifically for the New York-California run and exactly suited to that service.
- 3 Only 13 days en route.
- 4 A call, with ample time for sight-seeing, at San Diego (Agua Caliente, Tiajuana and Coronado Beach), in addition to Havana, Panama Canal, Los Angeles and San Francisco.

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S. S. PENNSYLVANIA

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American Plan.

Weekly rates, \$49 to \$70 per person.

Table and Service Excellent.

Every room steam heated.

Putting course on grounds.

Excellent 18-Hole Golf Course.

Open December to April

JOHN J. HENNESSY, Mgr. Dir.

Summer Season:

Ocean House, Watch Hill, R. I.

The Stuck Drawer

THE warm afternoon. The peaceful stillness of the screened porch. The pleasant somnolence. The sense of vast peace.

The bemused realization that someone is calling you. The realization that it is your wife, demanding assistance upstairs. The weary groan. The yawning stroll to the rescue. The discovery that your wife is having trouble in getting a bureau drawer open. The tolerant smile and the comment that women are pretty helpless in everything. The confident statement that it only takes a little strength and a bit of knowing how. The panting assertion of your wife that it won't be easy. The pooh poohs.

The firm grip on the knobs. The bracing of the feet. The pull. The failure to bring about any change in the status of the drawer. The snicker of your wife. The hasty assurance that you didn't really try that time. The firmer grip on the knobs. The more solid bracing of the feet. The much stronger pull. The continued ineffectiveness of your efforts. The I-told-you-so chuckle of your wife. The increasing irritation.

THE preparations for a supreme effort. The rolling up of your sleeves. The vise-like grip on the knobs. The extremely firm bracing of your feet. The mighty pull. The narrow escape from pulling the whole bureau over on top of you. The still unbudged drawer.

The abandonment of science. The resort to brute force. The pulling. The tugging. The wrenching. The perspiration. The curses. The heaving. The sore, reddened hands. The torn shirt. The disregard.

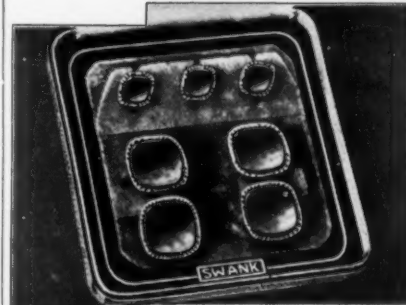
The sudden give of the drawer, to the extent of about an inch. The redoubled efforts. The lack of further success. The approach of exhaustion. The arrival of exhaustion. The admission of defeat. The profane comment that as far as you are concerned, the drawer can stay closed. The panting return to the porch. The ruined afternoon.

The maid who later opens the drawer, without trouble.

—John C. Emery.

SWANK

Dress Assets for Men



EVENING
S E T S

Finer than mere need requires, SWANK Evening Sets express masculine style at its best. In varied designs—all of assured correctness, in sets of 5 and 9 pieces priced \$2.50 to \$35.00 at men's shops and jewelers.

SWANK

Dress Assets for Men



COLLAR
HOLDERS

No man is at his best with a fly-away collar. SWANK—looks like a pin but isn't—slips readily on and off—holds the collar in trim lines. Comes in many modern designs for business and sport wear, priced 50c to \$10.00 at men's shops and jewelers.

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Dress Assets for Men

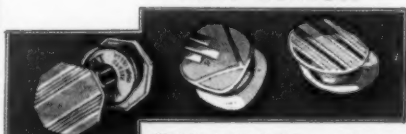


TIE KLIP

Tethers the tie correctly—rolls on and off but holds fast. Worthy companion to the finest tie, it adds a notable style touch. Sets of matched designs, collar holders and tie clips \$2.00 up. Individual tie clips 50c to \$10.00 at men's shops and jewelers.

Kum-a-part

Kuff Button



THE POPULAR
KUFF BUTTON

KUM-A-PART'S click-open, snap-shut action goes with modern efficiency, the designs range from conservative engraving to colorful, modernistic enamels. Priced 50c to \$25.00 at men's shops and jewelers.

SWANK CUFF LINKS

Many men prefer SWANK links for more formal occasions. See the smart designs approved by men, priced 50c to \$5.00 at men's shops and jewelers.

SWANK COLLAR BUTTONS have individuality and correctness—in shape, quality, finish and style. At men's shops and jewelers.

The Baer & Wilde Co.
Attleboro, Mass., U. S. A.
Every piece stamped "SWANK"
for your protection

REACH FOR YOUR TELEPHONE AND TAKE COMMAND



You need only pick up your telephone to control millions of dollars' worth of property . . . a thousand yards or a thousand miles of wire . . . five thousand or five million dollars' worth of equipment . . . a few or many of the Bell System's hundreds of thousands of trained workers.

What you get from your telephone depends on your wish of this or any moment.

Few things you buy can so exactly fit your needs. Telephone service is made to your order for each call . . . and the telephone becomes an extension of your voice and personality for whatever purpose you choose. All of the System's plant and equipment is of

interest to you, for you cannot be sure which of the 20 million interconnecting telephones in this country you may need to reach.

The Bell System provides a constantly improving service at the least cost consistent with financial safety. This means that it pays only reasonable regular dividends and devotes all earnings beyond that to the extension and improvement of the service.

This has been the practice for half a century, with the result that the public has doubled its use of Bell telephones in the last ten years.

The money you pay to your telephone company brings you steadily increasing value.

★ AMERICAN TELEPHONE AND TELEGRAPH COMPANY ★



LIFE'S DOG CALENDAR

LIFE expects to publish its annual DOG CALENDAR this year, at the usual price of one dollar a copy, to be ready about the middle of November. When preparing your holiday list, don't forget the DOG CALENDAR; it always makes such an acceptable gift!

Orders entered now will be filled as soon as calendar is published.

"The Bantus," says a professor, "are a pygmy tribe, seldom exceeding 3 ft. 6 in. in stature. They are very good-tempered."

They have to be.

—Everybody's Weekly.

The wife of a wealthy Canadian farmer writes that her one ambition is to see the big London shops. Apparently she does not want her husband to remain a wealthy Canadian farmer.

—The Humorist.



"Kittens?"
"No—Empress Eugenie."

Anagrins

Scramble up some fun for yourself. Take each word given below, rearrange the letters in it and with the one given letter make up the new word which is defined.

- (1) Scramble *staler* with an *s* and get pure and simple.
- (2) Scramble *saint* with a *c* and get some queer doings.
- (3) Scramble *tainted* with an *o* and get something for tainted liquor.
- (4) Scramble *toilers* with a *c* and get a no-man's land.
- (5) Scramble *mansion* with an *i* and get an eye opener.

(Answers on page 31)

Nothing better for sluggish appetite than Abbott's Bitters. 50c sample Abbott's Bitters for 25c. Write Abbott's Bitters, Baltimore, Maryland.



FIRST GLASS EYE: Look, boys, there goes a hot number!

Scoring an EXTRA POINT in smoking pleasure

It's the *extra point* that wins football games—and it's the *extra smoking pleasure* that wins friends for Beech-Nut Gum. Try chewing a stick of Beech-Nut before you light up the next smoke. Cool, refreshing, flavorful, it quickens your taste sense, makes every smoke taste like the first one of the day—adds to your smoking pleasure. Remember, always, there is no other gum so good as Beech-Nut.

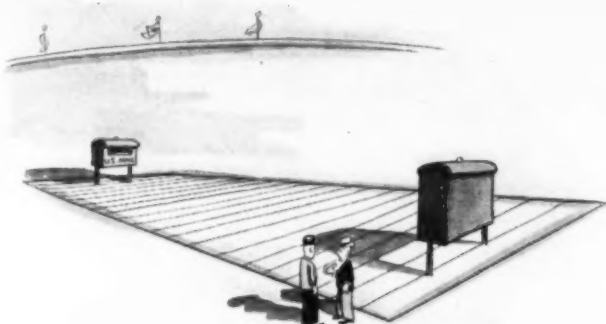
Made by the Beech-Nut Packing Co., also makers of Beech-Nut Fruit Drops and Mints.

Peppermint,
Wintergreen and
Spearmint Flavors



Beech-Nut Gum

MAKES THE NEXT SMOKE TASTE BETTER



"What's the idea of using mail boxes for goal posts?"
"This is a correspondence school."

Thieves who broke into a golf clubhouse ransacked the place and took away all the bottles of whisky. The other eighteen holes were not touched.

—The Humorist.

A Hollywood film-actor with a grouse was bitten by a dog and had to lie up. The doctor, on examining the injury, shook his head and said the matter was very serious, as obviously the dog had been suffering from rabies.

"All right," said the actor, "hand me pen and paper."

"Say," said the doctor, "I don't expect there's any necessity for making your will yet."

"I'm making no will," said the actor, "only a list of some film people I'm going to bite."

—Tit-Bits.

Mrs. Worthington's bathroom is yellow,
Mrs. Rosenberg's bathroom is pink,
Mrs. Zelma van Zile uses opaline tile,
Mrs. Klotz has a cloisonne sink;
Mrs. Brown uses purples and crimsons,
Mrs. White uses silvers and greens;
And it seems slightly rude to appear in the nude
In the midst of such colorful scenes!

—Saturday Evening Post.

HOUSEWIFE: Just because I gave you a lunch the other day, that's no reason why you should send all your friends here.

TRAMP: Lady, they weren't my friends.

—Christian Science Monitor



"Don't say—we're gonna put you on th' spot"; say 'you've been nominated for oblivion'."

IN THE DAYS of '49

In the old days you could hide poor looking jaws, face and teeth behind the "beaver" and mustachios.

Today, modern clean-shaven styles, bring you out in the open.

Keep fit and look fit at all times. Nature asks only a little help from you.

Your daily tasks and favorite sports provide sufficient bodily exercise to keep all of your muscles in trim except those of the face, teeth and jaws.

Modern foods are so soft and well prepared that your jaws and teeth are being cheated of their proper exercise. The use of WRIGLEY'S Chewing Gum will help to make up for this deficiency.

Chew WRIGLEY'S regularly. It's the new and pleasant way to keep fit.



TELEPHONE WICKERSHAM _____ REG. NO. _____
DR. _____
EAST 5th STREET NEW YORK CITY

NAME _____ AGE 8 to 80
ADDRESS _____ DATE _____

R

Life

These are the doctor's orders as written

All you have to do is fill in your name and address, and send this to LIFE, 60 E. 42nd St., N. Y. C. for a cheerful LIFE. Introductory Offer.

14 Weeks \$1.00

1 year \$5.00—2 years \$7.50

Canada \$6.00 Foreign \$6.60

Contract Bridge

(Continued from page 22)

**North and South
Need Three Tricks
Against Any Defense**

♠ — —											
♥ J-7-6											
♦ Q-9-6-5											
♣ Q-6											
♠ A-K-10-2		♠ 9-5-4									
♥ 4-3		♥ A-9									
♦ 3		♦ A-8-4-2									
♣ A-4		♣ — —									
	<table><tr><td></td><td>N</td><td></td></tr><tr><td>W</td><td></td><td>E</td></tr><tr><td></td><td>S</td><td></td></tr></table>		N		W		E		S		
	N										
W		E									
	S										
♠ Q-J-8-7-6-3											
♥ 10-5											
♦ — —											
♣ 5											

The contract is in no trump and it is South's lead. Solution next week.

American apples will be sold in France this winter by American slot machines, but the plan will not be tried in this country because it would throw a lot of unemployed men out of work.

—Spokane Spokesman-Review.

"Isn't this an ideal place for a picnic?"

"Yes! Fifty million insects couldn't be wrong."

—Everybody's Weekly.

DOORKEEPER (in public building)—Say, come back. Dogs are not allowed in here, sir.

VISITOR—That's not my dog.

DOORKEEPER—Not your dog! Why, he's following you.

VISITOR—Well, so are you.

—Pathfinder.

"Colour can speak," declares an artist. Sez hue!

—Passing Show.



"Watch yer husband for you, lady?"

New Facial Callisthenics



Builds Up Finer, Healthier Tissues

THE science of health and beauty takes another step forward. Sponsored by one of America's foremost beauty culturists, Rae Juvenay now presents American women with a new ingenious method of exercising the face with the same callisthenics as used on the body. Rae Juvenay does for the face just what the callisthenics of suction massage does for the body. It breaks down surplus fat cells and draws up the blood supply to quickly carry them away and leave a more graceful facial contour. For the under-nourished skin, it likewise helps to build up new and healthy tissue by speeding up the blood flow into the finest capillaries.

It brings a natural ruddy glow into even the most sallow cheeks, and revitalizes the skin with a charming beauty that is almost unbelievable. This revitalizing effect of the suction cup used with Rae Juvenay Cream is so effective that it even smooths out wrinkle lines with faithful daily application. Yet the complete Ensemble is priced at only \$2.50.*

If you do not instantly agree that this is the finest facial combination you have ever possessed, your money will be instantly refunded without question.

*If your favorite department store cannot supply you, send check, money order or currency direct. HARRIETTE ARMS LABORATORIES
567 Keith Building, Cleveland, Ohio.

Answers to Anagrams

on page 28

- (1.) Artless
- (2.) Antics
- (3.) Antidote
- (4.) Cloister
- (5.) Insomnia

An epicure dining at Crewe

Found a corpulent mouse in his stew;

Said the waiter, "Don't shout,

Nor wave it about,

Or the rest will be wanting one, too."

—Boston Transcript.

FRIEND (to actor who has been caught in a nightclub raid): Cheer up, old man, you'll get off with a caution.

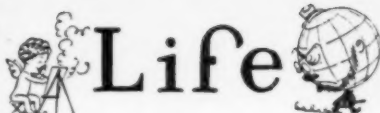
ACTOR (gloomily): It isn't that, lad-die. They had to ask me my name!"

—Tit-Bits.

DOCTOR: Mr. Jones, it is taking an awful long time to pay that bill of mine!

MR. JONES: I knew it, doctor; but you ought to remember that you were an awful long time curing me.

—The Outspan.



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is perfectly corked.
Its bubbling efferves-
cence lasts longer.

The Finest Sparkling Table Water
in the World

Sole Importers: Apollinaris Agency Co.
Fifth Avenue at 42nd Street, New York

"But I thought you said Joan married
a man who made a model husband?"

"So she thought at the time, but he
turned out to be a sports model."

—Outspan.

A doctor declares that there is only
one sensible thing to take when one is
run down. The number of the car.

—The Humorist.

AH
HUSKY
Matthews Cruiser

... AMERICA'S
LEADER IN
BOAT VALUES



FOR the man who wants his boating dollars to travel a thriftier course there is no greater values built than the famous Matthews "38" and "46" footers. Their husky hull, broad beam and buoyant riding grace will laugh at any weather. Their cabin interiors provide you with the perfect home afloat. There are ten distinguished models, twenty-four cabin arrangements from which to choose. Speeds range from 12 to 30 miles per hour. Find out what you can do with a Matthews—where you can cruise—sports to be indulged in—pleasures that all the family can enjoy. For safety afloat—By all means command a Matthews!

\$5980 to \$23000

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334 BAY SIDE PORT CLINTON, OHIO



Cape Florida Light . . . one of the oldest still in service

Whether on tropic reef or arctic headland, the light retains its ever distinctive character. Character persists, too, in the fine flavor of

Old Briar TOBACCO

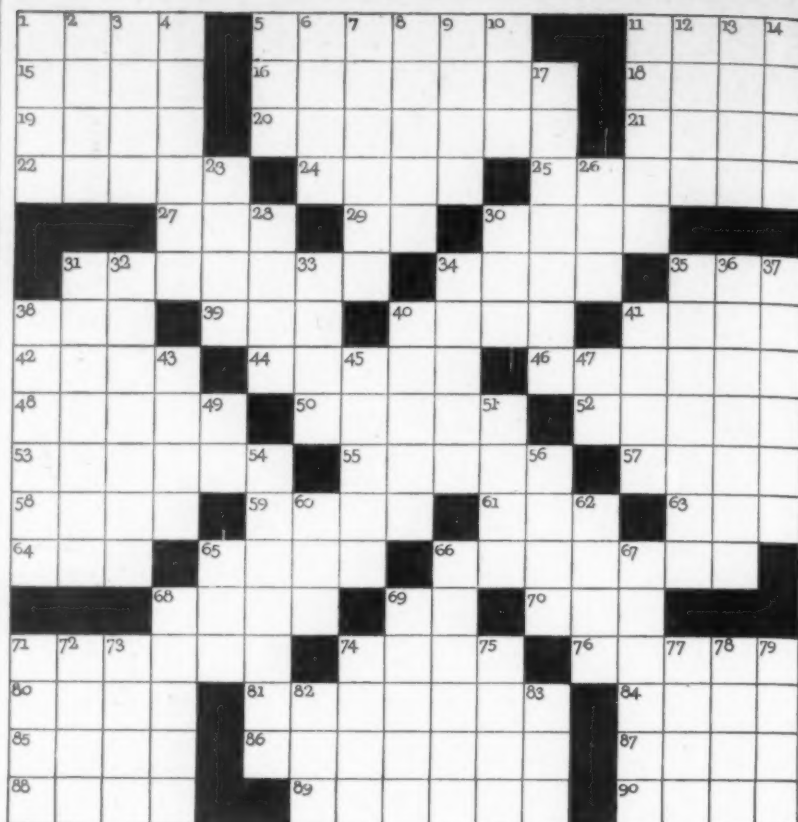
THERE are three steps in the making of an OLD BRIAR partisan. First, the trial, usually at the urging of a friend. Then the several repeats to make sure that the fine flavor is really of the blend rather than a fancied difference. And finally, the awareness that there is character to the flavor, totally unlike the flatness of ordinary blends. When that realization comes, a man is too fond of OLD BRIAR to be enticed away from it. Try it, and you'll understand.



15^c
size

UNITED STATES
TOBACCO COMPANY
RICHMOND, VA., U. S. A.

LIFE'S Cross Word Puzzle



ACROSS

1. Peculiar taste.
5. Beads.
11. Rather foggy matter.
15. Musical instrument.
16. Lays on.
18. A great lake.
19. This can develop into a bad cold.
20. Painter's mixing tablet.
21. Disrupted.
22. A step up.
24. Italian money.
25. Iron arms.
27. A little rest.
29. A State, abbr.
30. A simple mechanism.
31. Old time warship.
34. A tapering figure.
35. Foot-like part.
38. American author.
39. To deviate from the right.
40. Small body of water.
41. Better stop when you hear this.
42. Full of juice.
44. More tractable.
46. Alaskan pelt hunter.
48. The way to get into a speakeasy.
50. The lady of the house.
52. This should be well played.
53. Worships.
55. Green stuff.
57. Balanced.
58. A Slav.
59. This was shot in the billiard room.
61. Xmas present for Dad.
63. Close.
64. Before.
65. Stingy.
66. This finishes dinner.
68. A coin.
69. Person speaking.
70. Eccentric rotating piece.
71. The state of being sought after.
74. This is up your sleeve.
76. Superior.
80. Humpty-Dumptyish.
81. Oh, joy!
84. A jot.
85. This is usually accepted without thanks.
86. The income of the country.
87. Plenty of space.
88. Wings.
89. Dry land.
90. Sea eagles.

DOWN

1. Raiment.
2. Give a helping hand to.
3. Feminine name.
4. The Heavenly Twins.
5. What some gangsters take.
6. Semi-precious stone.
7. Hitch together.
8. This is on the watch.
9. A matter of ceremony.
10. So far.
11. Elementary substance.
12. To press.
13. Father.
14. Decades.
17. These go by with a couple of ticks.
23. Anger.
26. Plenty of eggs.
28. What the best of friends must do.
30. Heavy weight.
31. This man started something.
32. Put back.
33. English street car.
34. Pink shade.
35. Idle talk.
36. Essential part.
37. This is by the seaside.
38. A word that gets you things.
40. Lever for the foot.
41. A rodent.
43. Salad plant.
45. This man has secrets.
47. Masculine nickname.
49. Concerning.
51. Your better half.
54. A popular man with the girls.
56. Flat circular plate.
60. Cereal grain.
62. The hairy man of the Bible.
65. Males.
66. Explain clearly.
67. Dominion.
68. These come over the telephone.
69. Silent people.
71. Drugs.
72. Sin.
73. A public walk.
74. The ancestral home.
75. A quartet.
77. In need.
78. English school.
79. Runs into.
82. Went ahead.
83. Clear profit.

The La Salle 7-passenger Sedan, illustrated below, is priced at \$2475, f.o.b. Detroit—with slight additional cost for special equipment. All La Salle body types are available on G. M. A. C. terms.



When La Salle first made its appearance among the fine cars of the world, it occasioned extraordinary interest, for, up until that time, no one had so much as anticipated a Cadillac-built car at the prices announced for La Salle. Today, five years after its introduction, La Salle continues to hold the spotlight

when the search is for fine-car value. For this distinguished creation has not only shared in every advancement that Cadillac has made, but its price has been lowered amazingly from that of five years ago. The La Salle Two-Passenger Coupe, for instance, is now but \$2195, f. o. b. Detroit.

LA SALLE V-8

Something worth cheering about

If you really want to know how hugely enjoyable a fine cigarette can be, just try Camels in the Humidor Pack!

It isn't only that Camels are made of the choicest tobaccos—fine Turkish and mild Domestic tobaccos expertly blended. . .

It isn't only that these fine tobaccos are cleaned by a special vacuum process that whisks away all the peppery dust.

It's that *all* the goodness of these fine, clean tobaccos — *all* the rare fragrance, *all* the delightful aroma — reaches you factory-perfect — prime, mild, *fresh*!

Tune in CAMEL QUARTER HOUR featuring Morton Downey and Tony Wons — Camel Orchestra, direction Jacques Renard — Columbia System — every night except Sunday

The Humidor Pack does that — seals within germ-safe, moisture-proof Cellophane *all* the natural freshness — seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

So just try Camels—fine cigarettes kept fine — as a relief from stale, parched, dried-out cigarettes.

Then you'll see why millions of folks like you are finding the cool, smooth, throat-friendly pleasure of Camels something well worth cheering about!



Smoke a **FRESH** cigarette



Don't remove the moisture-proof Cellophane from your package of Camels after you open it. The Humidor Pack is protection against perfume and powder odors, dust and germs. Even in offices and homes, in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

CAMELS

Mild . . NO CIGARETTY AFTER-TASTE